



Press Release n.15

Milan, 29th November 2017

## The INTRALOGISTICA ITALIA 2018 ADVISORY PANEL has begun its work

The work of the Advisory Panel for INTRALOGISTICA ITALIA 2018 has begun. The Panel plays a very important role in terms of networking aimed at, in view of the event, developing content in line with the sector's objectives. In addition, its goal is to capitalise on the know-how of institutional partners, companies and potential buyers in order to create a product that responds to the many needs of a composite market, giving space to demands that in some cases may be complementary and in others competitive with one another.

Apart from the delegates of HANNOVER FAIRS INTERNATIONAL GMBH - the Italian branch of Deutsche Messe AG - and AISEM allied with ANIMA, the Advisory Panel of INTRALOGISTICA ITALIA 2018 is composed of:

Company	Representative
AUTOMHA	Roberta Togni
Food Sector Company	Paolo Beraudo
BENNET	Giovanni Canducci
CANDY	Sidney Pinzani
CCIMOLA	Michele Migliardi
CROWN LIFT TRUCKS	Roberto De Gasperin
DEMATIC	Mauro Corona
GRUPPO FCA	Giuseppe Tedoro Rapone
INCAS	Ermanno Rondi
INTERROLL	Carlo Carnino
IPER LA GRANDE I	Nicola Morchio
KARDEX ITALIA	Antonella Feneri
LINDE MATERIAL HANDLING SPA	Angela Sgualdi
MODULA	Massimiliano Gigli/Marco Valerio Corsini
SCHENKER ITALIANA	Fabrizio Passaretti
SSI SCHAEFER	Marco Incerti
SWISSLOG ITALIA	Federico Carlotti





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On November 22nd the Advisory Panel held its first meeting in Milan, at which those in attendance analysed the activities being carried out by the organisers of INTRALOGISTICA ITALIA 2018 in order to strengthen the exhibition's branding:

- The new exhibition event "The Innovation Alliance" which unites five fairs devoted to the same number of capital goods sectors, multiplying the opportunities for business and synergies;
- The partnership with AISEM allied with ANIMA;
- The creation of the "White Paper" focusing on forklift trucks, shelving, lifting and mobile cranes;
- The partnerships established with the ICE Agency and the Ministry of Economic Development;
- The Patronage of the Lombardy Region;
- The development of media partnerships with 60 publications in the trade and general press;
- The creation of the LogisticSquare online platform;
- The placement of promotional corners at sector exhibitions in Italy and abroad (with 58 sales partners in 100 countries, including Turkey, Russia, China, Indonesia, Australia...);
- The production of interviews, editorials, newsletters and mini-videos;

Strengthened by the success of the first edition, which registered satisfaction levels of 81.4% in business development, thanks also to the format with several co-located exhibitions, the members of the Advisory Panel discussed which themes should be developed in order to make the second edition even more coherent in relation to the needs of the market and the specific areas that compose it.

Various options have been examined, both in terms of transversal themes such as logistics 4.0, robotics and energy efficiency, and more technical proposals related to specific application fields.





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In the coming months the Intralogistica Italia organisers will finalise the programme of conferences, starting with the guidelines shared with the members of the Advisory Panel.

Deutsche Messe AG will present these themes at a press conference that will take place after the next meeting of the panel in the month of March.

The inaugural meeting took place in a particular location: the renowned School of "La Cucina Italiana" - an important magazine in the food sector. At the end of the day the members of the Advisory Panel participated in a very special networking activity; a cookery lesson under the guidance of Chef Michele Abruzzese, who entertained those present with his culinary art in a fun and productive workshop.

Notes:

**INTRALOGISTICA ITALIA** is the only exhibition with a comprehensive offer dedicated to the most innovative solutions and integrated systems for industrial handling, warehouse management, materials storage and picking.

Product categories:

- Mechanical handling
- Storage technology, site equipment
- Loading technology
- Complete systems for logistics, materials handling technology
- Traffic organization
- Intralogistics systems and software
- Logistics services for transportation
- Logistics services, outsourcing solutions
- Real estate logistics sector

**INTRALOGISTICA ITALIA - International Trade Fair for Materials Handling, Logistics and Intralogistics - May 29 - June 1, 2018 - Fiera Milano, Rho (Milan).**





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**INTRALOGISTICA ITALIA** is a member of The Innovation Alliance, present at Fiera Milano from May 29 to June 1, 2018. Together for the first time, **IPACK-IMA**, **MEAT-TECH PLAST**, **PRINT4AL**, and **INTRALOGISTICA ITALIA** offer operators in all industrial sectors a showcase of Italian and international technological excellence and production from diverse worlds, united by a strong supply chain logic. There will be a complete offer in just one context, ranging from processing to packaging, from processing of plastics and rubber to industrial printing, commercial and graphic personalization of packaging and labels, to the handling and storage of goods.

**AISEM - Italian Association of lifting systems, lifting and handling** - AISEM groups 8 product categories together, divided into 4 sections, which refer to "lifting and transport" and "self-propelled industrial trucks". The first segment employs 10,300 people in Italy, with a turnover of 2.7 billion Euros and an export/revenue share of 32%, while the industrial trucks sector employs 4,180, with a turnover of 1.36 billion Euros and an export/turnover share of 32%.

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